

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT CANADIAN INC.

AD# BOK241-D1 REQ# M22722 "FULL FIELD PACK" - PAGE 4/C (5-5/8 X 7-3/4) T.V. GUIDE, 1991

Printed in U.S.A.

FULL FIELD PACK



**Full rich flavor,
not full price.**

Available in Kings & Lights

© Philip Morris Inc. 1991

**SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.**

MR's suggested retail price.

Kings Lights: 11 mg "tar",
0.7 mg nicotine - Kings: 14 mg
"tar", 1.0 mg nicotine av.
per cigarette by FTC method.



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